Europeana Foundation

Governing Board Meeting

5 March 2018
9h30 – 16h45 CET
Koninklijke Bibliotheek Prins Willem-Alexanderhof 5, 2595 BE The Hague
Koopman Room I5.200

A vision for cultural heritage and Europeana under the next multiannual financial framework

Action proposed: Board to discuss the draft concept

Circulation:
Europeana Foundation Governing Board Members & Observers

Classification:
Public

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Brief Europeana vision 2021- 2025

Authors: Directors EF
To: Governing Board
Status: Public
Action proposed: for information and discussion
Date: February 14 2018

Background

The EC needs to come up with a first version of its new multiannual financial framework, which should support its vision for Europe in the period 2021- 2025[1], by March/April 2018 and will develop this further until spring 2019. It is important that (digital) cultural heritage (and Europeana as one of its leading actors) is seen to be an integral component of these plans. It being the European Year of Cultural Heritage, cultural heritage is already visibly on stage so that makes this is an excellent opportunity to propose a vision for our sector that contributes to the aims of the EU in general. The vision we will be developing can have additional momentum as the EYCH organisation is explicitly searching for a longer term 'legacy' of the year. However, discussions are currently taking place on various stages and there will be heavy competition for a budget that is already under pressure (e.g. there is a hole of 13 billion in the budget due to Brexit).

*note: this vision needs to be aligned/intertwined with the effort led by DG EAC to come up with a new 'Work plan for Culture', which will culminate in a Communication and will be presented at the concluding meeting of the EYCH.

Scope

Content: the vision document document should propose a compelling vision for the (digital) cultural heritage sector at large and the role of Europeana and the Europeana Network as parts of it.

Team: the team is composed of a small task force (JC/HV/MR/SB/MP) and can be extended with one or two outsiders (for example Pier Luigi Sacco).

Output: First discussion will take place at the Europeana Foundation Board meeting on 5th March, after which a position paper will be developed that can be tested in various circles in Brussels. This paper will be further refined in a meeting under the Bulgarian presidency at the end of May with representatives of member states (DCHE/Country Reps of EYCH). The

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[1] The new MMF covers 2021-2027 but sources tell us that 2025 is the end of the horizon for now in terms of strategic view.

aim would be to further shape this vision under the Austrian presidency and to present it at the final event of the EYCH on December 5/6 in Vienna.

Timeframe: January 15- December 2018

Process

- **Mid feb:** set up a virtual meeting with the taskforce where process and content for the board meeting is discussed.

Milestone 1: points of discussion for the board meeting

- **March 5:** board meeting discussion (1.5 hours reserved for this)
- **March:** take input from the board meeting and draft a position paper

Milestone 2: position paper in form that can be shared with high level stakeholders as conversation piece

- **May (28 or 30):** high level strategy meeting under the Bulgarian presidency where we create buy in for the vision with the member states (including DG EAC, National coordinators, DCHE members).

Milestone 3: white paper

- **June - December:** create buy-in with cultural heritage institutions and Europeana Network Association and other civil society organisation (Europa Nostra Annual meeting: Berlin June, 'Culture in the digital era' conference: Vienna October (tbc)...).

Milestone 4: Vision 2025 presented at the final conference of EYCH in Vienna

Vision

The vision document should consist of at least the following 4 components:
- Assessment of the current situation
- Trends foreseen in the period 2020-2027 (scenarios)
- Change Pathways / Impact
- Vision and Recommendations

Assessment current situation

Description of the current state of digital cultural heritage in terms of digitization, adoption, impact. This should include background (investments in CH digitization from 2004 onwards,

new renaissance report, …) and current situation (based on Enumerate reporting: digitization percentages and efforts in making it open and re-usable).

Trends

After describing the current situation, including the catalysing role of the Europeana Platform and network in it (see strategy2020) the document will describe the most important trends (scenarios) that will affect our situation in the coming 7 years.
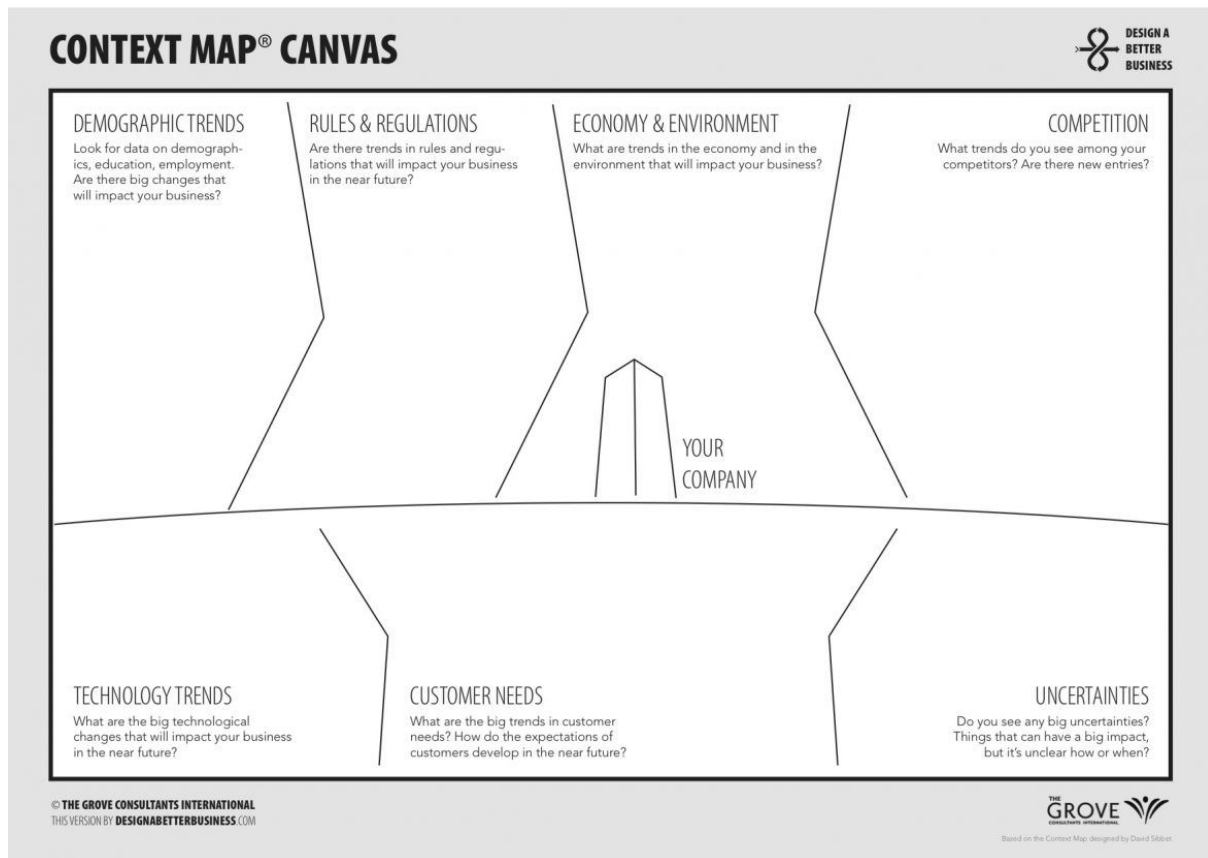
we can use an adapted form of the 'context map' to focus our discussions

Examples of a trend analysis

Political and sociological environment

Things we notice: polarisation of public debate, growing economic inequality, climate change, low trust levels in political institutions, changing global power balance .
Questions to ask ourselves: If tendencies towards more nationalism and regionalism continue, what does that mean for our efforts to contribute to 'unity in diversity' on EU level? What does it mean for our relationship and offerings to individual member states?

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Regulatory environment

Things we notice: while there has been much talk about the Digital Single Market and the importance of education there has been little substantial improvements of the copyright situation for cultural heritage.

Questions we should ask ourselves: what kind of interventions do we foresee in the coming 7 years that we can influence?

User/customer needs

Things we notice: people want to participate in culture, not just be at the receiving end of it (see culture 3.0 by Prof Sacco).

Questions we should ask ourselves: Is there a competitive advantage for Europe in this trend? The more Europe can take a lead in this, the more we can integrate CH into the fabric of society at a very deep level and thus activate citizens into change patterns that in turn lead to high impacts (on both social and economical level).

Economy/impact

Things we notice: in addition to culture's direct contribution to the GDP and employment (eg tourism, creative industries) it seems a broader view of the economy is taking root where contributions to eg education, equality, health, wellbeing and identity are increasingly accepted as important contributions to society (see The Donut Economy). The world economic forum has recently introduced the [Inclusive Development Index](), and the Sustainable Development Goals (SDGs) are making traction.

Questions we should ask ourselves: how can we position culture within this broader view of value creation and the economy in a way that shows CH is a net contributor rather than a cost?

Technology

Things we notice: radical new developments are foreseen in technology ranging from robotisation, artificial intelligence, VR/AR, the internet of things, etc. (often referred to in more general terms as the [fourth industrial revolution]()).

Questions we should ask ourselves: how will (the adoption of) these technologies change the way CH is altered, used and how does it help us have more positive impact?

Competition/Allies

Things we notice: strong tendency towards tech monopolisation (Facebook, Google, Amazon, …) in general. Google Arts & Culture is manifesting itself more strongly than before.

Questions we should ask ourselves: What does that mean for our role in making sure that CH stays a common good that can be accessed by all? How do we differentiate/cooperate with Google Arts & Culture?

Change Pathways / Impact

Given the current situation and the trends we foresee in the next couple of years, what changes to we want to initiate? How can we activate people into change? What impact do we want to have? Here we would be looking for areas such as the Digital Single Market but also the United Nations Sustainable Development Goals (SDGs). How does digital cultural heritage contribute to these high level goals? What activities need to be deployed to get there?
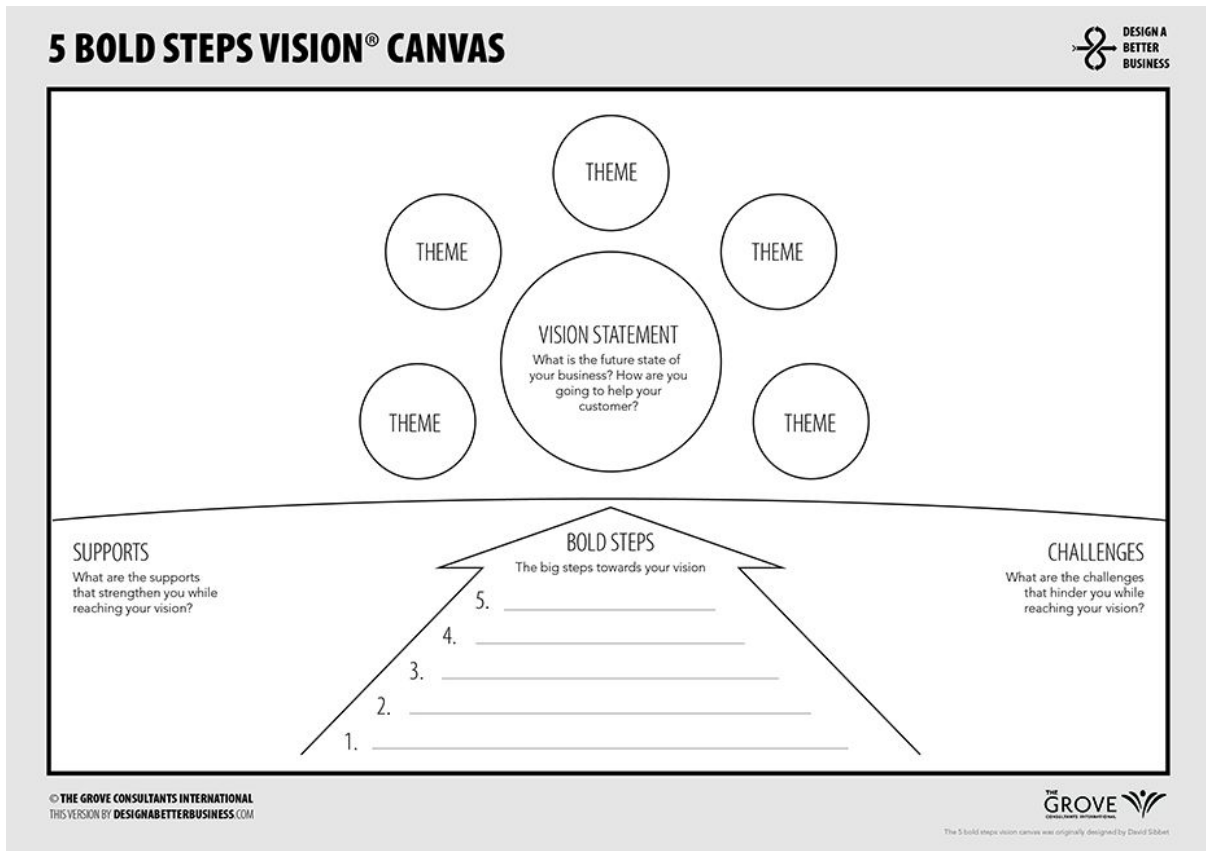

Change Pathway (from Europeana Impact Playbook)

Vision & recommendations

Applying the trends to the current situation will invoke a number of scenarios, visions for the future.

In that context we should formulate a number of recommendations for the most likely scenario(s).

Vision Statement
Where we describe how cultural heritage can contribute to the aims of the EU.

Themes
Where we describe 3-5 themes (democratisation of access, european identity, …) that break down the vision statement into smaller chunks.

Bold steps
Where we make recommendations for policy interventions, investments and actions that EU policy makers can weave into the MMF.

Reading

- [White paper](#) (march 2017) from EC with 5 scenarios for EU 2025. Interesting for quick read, it provides relevant structure for vision of Europeana in relation to EU.
- New Renaissance Report (2011) [recommendations](#)
- Digital Single Market [Mid-term review](#)
- [Council Conclusions december 2017](#): include interesting passages about education and culture. + Gothenburg summit outputs
- [Trendswatch 2017](#) (center for the future of museums)
- Enumerate [Core Service 4 report](#)
- Culture 3.0 (Sacco)
- [Report on the free flow of data](#) by Lisbon Council

- UN Live Content Strategy. Gives good insight into the activation models that UN Live is using.
- https://pro.europeana.eu/post/who-should-europeana-be-serving-in-2020-and-how